LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 613(UPSTAGED)—Req. No. 58866—Page—4 colors—(4½ x 6⅞ inches)—TV Guide, 1978 (C)
Printed in U.S.A.

Older Brands Upstaged.

Growing number of smokers abandoning high tar favorites for Low Tar–'Enriched Flavor' cigarette.

LOW TAR–'ENRICHED FLAVOR'

It used to be only high tar cigarettes could deliver rich, satisfying tobacco flavor. Used to be—until MERIT.

Recent reports on 'Enriched Flavor' tobacco show most MERIT smokers are making the move directly from their high tar cigarettes.

Many from brands they've enjoyed for years.

Taste-tests among thousands of smokers show why.

Merit Matches Higher Tar Competition

Both MERIT and MERIT 100's were tested against a number of higher tar cigarettes.

Overall, smokers reported they liked the taste of both MERIT and MERIT 100's as much as the higher tar cigarettes tested.

Cigarettes having up to 60% more tar!

Only one cigarette has 'Enriched Flavor' tobacco.

And you can taste it.

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Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette. FTC Report Aug.'77
100's: 12 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

MERIT
Kings & 100's

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Source: https://www.industrydocuments.ucsf.edu/docs/ymln0003

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